

BEYOND THE PRODUCT:

REWRITING THE INNOVATION PLAYBOOK FOR SOFTWARE-DRIVEN COMPANIES

Software increasingly defines how companies—regardless of their sector—interact with their markets, partners, consumers and suppliers. Software, and the services, platforms and experiences it supports, will **capture an exponentially growing share of value**.

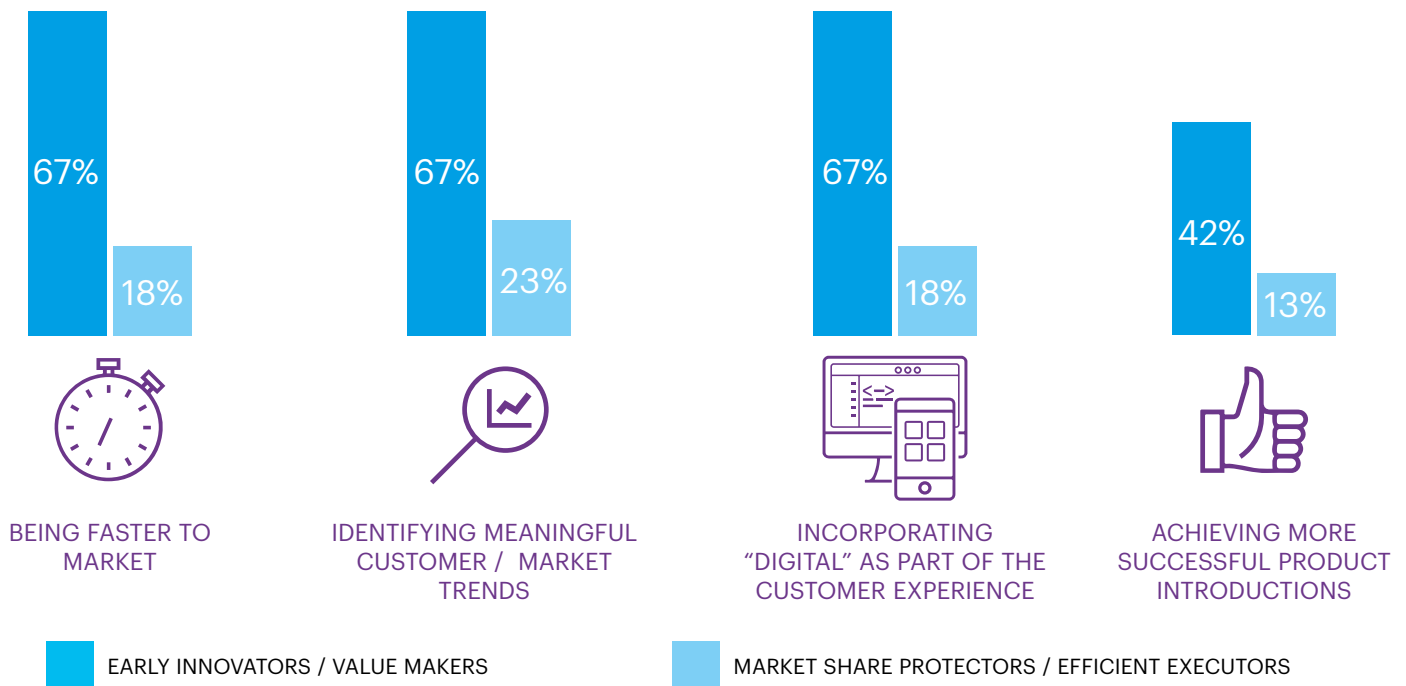
As-a-service and platform business models are driving differentiation and competitive advantage in an array of industries—from automobile manufacturing, agriculture, heavy equipment, consumer products, and beyond.

The results of Accenture’s Innovation Driven Growth Survey research shows that the successful pivot to becoming a software-driven business is underpinned by key innovation capabilities. Analyzing the innovation practices and financial results of **350 businesses** across the **Global 2000** identified clear leaders.



OUTPERFORMANCE THROUGH INNOVATION

These leaders—what Accenture calls the **‘Early Innovators’** and **‘Value Makers’**—are nearly **4 x more likely to outperform** across a range of key metrics.

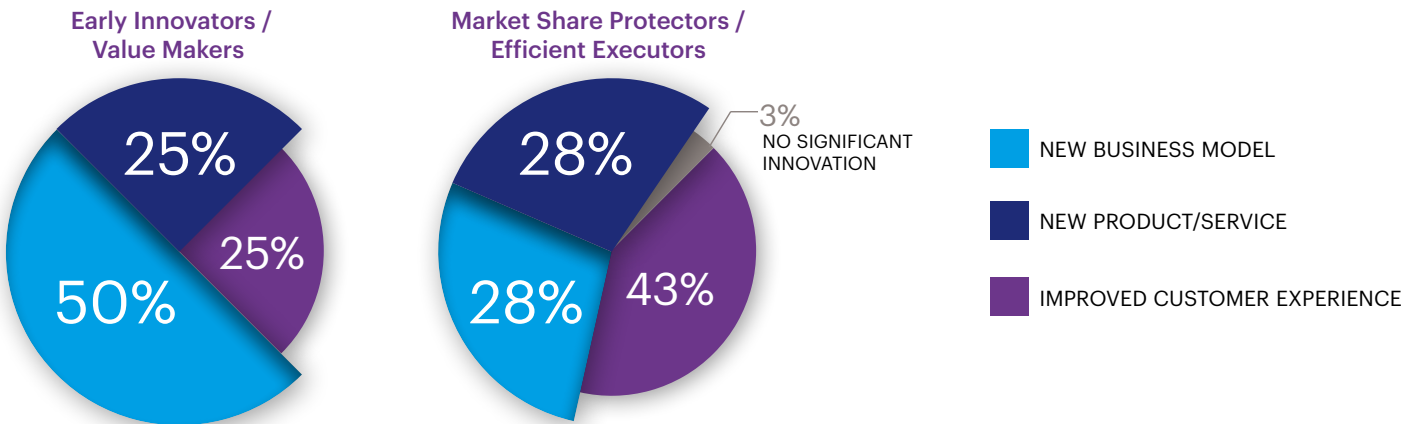


¹Source: Accenture's 2016 Innovation Driven Growth Survey.

FASTER RESPONSE TIME

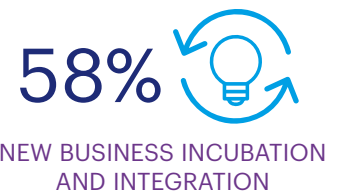
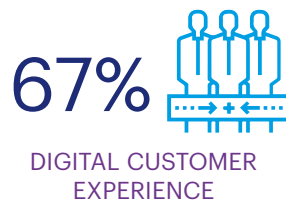
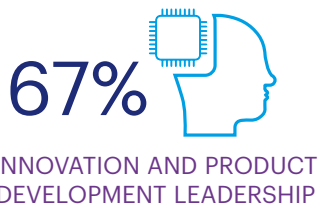
What's more, the most successful innovators are much more likely to **focus on developing the new business models** that are essential to respond to fast-changing customer needs.

MOST SUCCESSFUL INNOVATION OVER PAST TWO YEARS



And they prioritize distinct innovation and product development capabilities that drive outsized performance.

EARLY INNOVATORS / VALUE MAKERS (CITED AS VERY IMPORTANT)



WHERE NEXT?

Accenture's identified five imperatives that all businesses need to pursue in order to become truly software-driven.

- # 1

MAKE SOFTWARE AN ENTERPRISE-LEVEL PRIORITY
- # 2

ADOPT LEAN AND AGILE WAYS OF WORKING
- # 3

HARNESS INSTRUMENTATION AND ANALYTICS
- # 4

FOCUS ON THE PLATFORM ECONOMY
- # 5

TIE PRODUCTS SEAMLESSLY TO THE BACK OFFICE